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Von: Banu Sen [bsen@publicisnet.fr]
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An: netzkobold@gmail.com
Betreff: Buzz campaing for New Clio racing game

Hello Ernie,

I am writing from Publicis Net Paris in order to share with you the release of our new online game we have developed for our client Renault. Inspired from the console game release we have also run a viral campaign before the official launch of this game. As regards the viral operation plan, we sent the trailer and teaser of our game to game blogs and portals by using a fake game studio identity – PNet Entertainment – and a fake website –CliXr: Race to resurrection-.

As of now we have launched our game, we are thus kindly asking you to help us for announcing this event on your blog.

For your information please find below the press release and screen shots of the game attached;

“Clio Xtrem Racer: Race to resurrection

Renault is online with a new game “Clio Xtrem Racer: Race to resurrection”. The gamer at the wheel of “ghost” car races against the time for reincarnation into New Clio. This futuristic racing game developed by Publicis Net France challenges gamers to experience cool jumps, loops and a blazing speed simulation.

Inspired from the video game launches, we have run a viral campaign in order to create word-of mouth before releasing the game. By creating a fake game studio identity - PNet Entertainment - and a fake website -CliXr: Race to resurrection- we sent the teaser and the trailer of our game to webmaster of blogs and websites specialized in video games.

For those who want to play every time everywhere the downloadable version of game is also available on the website.

Ready for resurrection? Go on <http://www.nouvelle-clio.renault.fr/index.php?lieu=b>

Addressee URL of viral website (still online): www.clixr.com”

Should you need more information, please do not hesitate to contact me

Thanks in advance for help and confirmation

Best regards

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